



REQUEST FOR PROPOSAL FOR OPERATIONS CONSULTANT – CAST

FROM THE AMERICAN SOYBEAN ASSOCIATION – WORLD INITIATIVE FOR SOY IN HUMAN HEALTH (ASA/WISHH)

I. DATE

May 23, 2019

II. PROJECT OBJECTIVE

CAST, a 5 year project, will be implemented by the ASA's WISHH Program, building on our successful aquaculture development project in Pakistan and broad industry expertise. This project will expand the public-private partnership between the ASA and the USDA to improve aquaculture productivity and to expand trade of agricultural products through commercial aquaculture sector growth in Cambodia. CAST will connect trade and development to accelerate production of high-demand fish species for the local market and eventual export in the region, thus complementing other development programs and investments from the European Union and the World Bank. One lasting impact of the project will include the creation of a trade association for the aquaculture industry formed from actors along the value chain. This association will ensure industry health and continuing viability through commercial extension mechanisms and promotion of Cambodia-raised fish that command market premiums.

III. ORGANIZATON BACKGROUND

The American Soybean Association (ASA) was founded in 1920 by soybean farmers and extension workers looking to promote the crop for high protein applications in developmental settings. Overseas activities began in the mid-1950s and to date, ASA has served in more than eighty countries globally. In 2000, ASA expanded and focused its international role and founded the World Initiative for Soy in Human Health (WISHH) whose mission is to create sustainable solutions for the protein demands of people in developing countries through the introduction and use of soy products. Since its creation, ASA/WISHH has been enhancing the protein intake of many nations through market development, education and research.

Today, ASA/WISHH works in both the feed and food sectors, providing a multitude of services to support its international development activities. This is accomplished through working exclusively in partnership with host country and international community actors and drawing upon the resources and experience of the commercial sector, PVOs, host country and U.S. governments, international donors,

the United Nations, academia, as well as the services of a cadre of ASA/WISHH professionals with technical expertise in the agricultural, international and commercial development spheres.

For more information about ASA/WISHH, please visit www.wishh.org.

IV. SCOPE OF WORK

The selected firm or individual will be contracted to implement the following activities under the direction of the ASA/WISHH Chief of Party. The activities are listed below. This contract covers 60 work days.

1. **Admin/logistics:** including finding office location/space, purchasing, office equipment, vehicles, etc.
2. **Staffing:** including preparing the Statements of Work, hiring staff and consultants, etc.
3. **Operations:** including compiling and completing guidelines, manual, policies, etc.
4. **Baseline study:** including reviewing and providing inputs to tools, follow up and provide guidance/inputs to implementation, review and provide feedback to the results, etc.
5. **Value chain assessment:** including providing inputs to the design and implementation, review and provide inputs to the results, etc.
6. **Work plan:** including reviewing and providing inputs to work plan development, work plan consultation and finalization, etc.
7. **Support Partner meeting in October:** including administrative and logistical arrangements, workshop agenda, coordination of field visits, materials, etc.
8. **Communication and reporting:** including coordination with partners, review and provide inputs to reports, etc.
9. **Field trips and site visits:** including coordinating and facilitating in-country field trips and site visits for implementation of CAST activities, coordination with local partners, etc.
10. **Other support:** including providing other support to the implementation of CAST activities as needed.

V. TIMING

All activities must be completed by September 30, 2019.	
Initial bids due to ASA/WISHH	June 3 2019
Contract awarded	June 7 2019
Contract signed and activities begin	June 10, 2019
Activities completed	September 30, 2019

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:	
Supplier skills/experience	40%
Comprehensiveness	35%
Cost	10%
Timing	15%

VII. INSTRUCTIONS TO BIDDERS

1. An initial one or two page proposal is due on June 3, 2019. Selected firms maybe be invited to submit more complete proposals after the initial proposals are reviewed. The initial proposal must follow the attached template.
2. Expenses for travel within Cambodia are not to be included in your proposal. The proposal is only for your costs to implement the activities. Travel will be reimbursed on actual costs.
3. ASA/WISHH reserves the right to reject any proposal that is in any way inconsistent or irregular. ASA/WISHH also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the bidder regarding the proposal.

Proposals should be submitted no later than 4:00 PM CDT on Wednesday, June 3, 2019. To be considered for award, proposals must be submitted by e-mail to Austin Leefers at aleefers@soy.org with this subject "Operations Consultant- CAST". Mr. Leefers will confirm receipt of each proposal; if receipt has not been confirmed, your proposal has not been received.

Conflict of Interest: All team members must provide a signed statement attesting to a lack of conflict of interest, or disclosing any real or potential conflicts of interest.

Non-Discrimination Statement: In accordance with Federal Law and U.S. Department of Agriculture (USDA) policy, ASA/WISHH prohibits discrimination in its programs and activities against its customers, employees, and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation or all or part of an individual's income is derived from any public assistance program or activity conducted. ASA/WISHH is an equal opportunity provider and employer.

Submission of Questions: All questions regarding the preparation of proposals must be submitted in writing (by e-mail) to Austin Leefers at aleefers@soy.org **no later than 4:00 PM CDT on Wednesday, June 3, 2019**. A copy of all written questions and responses will be provided to all interested organizations by email request on or shortly after Monday, June 3, 2019. No questions will be answered over the phone or in person; all questions must be in writing and sent via email. Mr. Leefers will confirm receipt of each proposal; if receipt has not been confirmed, your proposal has not been received.

Guiding Principles: Consultants must conduct all activities in an ethical manner. Market research activities should appropriately balance the desired creation of evidence with the protection of human subjects, including safeguarding the dignity, rights, safety, and privacy of participants. Evaluators are responsible for applying ethical principles in all stages of the research, and for raising and clarifying ethical matters with stakeholders during the course of the activity.

Template for Initial Bid

Company Name:	
Primary Contact:	
Phone:	
Email:	
City/Country:	

The following questions need to be answered in your initial bid:

-) What is your animal feed experience in Cambodia?
-) Explain your capabilities and resources to implement the listed activities
-) How would you implement the activities?
-) What is your estimated cost to implement the listed activities?
-) Describe your familiarity of USDA funding and programs.